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SNOW PRINCESS
Leading Commercial White Variety

RECEIVED
JUN 9 1950

FLOWER BULBS ROOTS AND PLANTS

Wholesale List

Spring 1950

FOR TERMS OF SALE
SEE PAGE 17

SEE PAGES
17 - 18 - 19
For Fast Selling
Line of
Attractive
Bulb
Packages

WALTER J. GUILLE, INC.

FLOWER BULB SPECIALISTS

SYOSSET, LONG ISLAND, NEW YORK

Phone SYosset 6-1197—Day and Night Service

We Are Headquarters For The Finest Commercial Cut-Flower



COMMANDO
Formal Decorative Variety



D DAY
Fine New Decorative Pink

DAHLIAS

The Dahlia is the most popular cut-flower in the world. It is a flower of infinite variety, and is the flower of the year. It is the flower of the month, and the flower of the day.

It is the flower of the year, and the flower of the month, and the flower of the day.

The Dahlia is the flower of the year, and the flower of the month, and the flower of the day.

LARGE FLOWERING KINDS

Strong
Divisions
EACH

ASPACIA. (Formal Decorative) Large, light-colored flower, with many petals. .25

avalon. (Formal Decorative) Large, light-colored flower, with many petals. .15

BERGER'S MASTERPIECE. (Formal Decorative) Large, light-colored flower, with many petals. .30

BRONZE BALL. (Formal Decorative) Large, light-colored flower, with many petals. .12

COMMANDO. (Formal Decorative) Large, light-colored flower, with many petals. .25

D DAY. (Formal Decorative) Large, light-colored flower, with many petals. .25

EASTERN ECHO. (Formal Decorative) Large, light-colored flower, with many petals. .15
Per 100 \$12.00

FRANCIS LA ROCCO. (Formal Decorative) Large, light-colored flower, with many petals. .18

FRAU O'BRECHT. (Formal Decorative) Large, light-colored flower, with many petals. .25

GALLANT FOX. (Formal Decorative) Large, light-colored flower, with many petals. .12
Per 100 \$10.00

GARDEN JEWEL. (Formal Decorative) Large, light-colored flower, with many petals. .25

GOLDEN SUN. (Formal Decorative) Large, light-colored flower, with many petals. .25

Note—You May Deduct 5% When Cash Accompanies Order. See Terms of Sale Page 17.

DAHLIAS. Large Flowering Varieties – Continued

Strong
Divisions
EACH

GRATIOLA. (C.) Deep salmon pink. Medium sized flowers of great profusion. Excellent for cutting.

.25

JANE COWL. (I.D.) Large shaggy flower of copper and gold. While not a commercial cut flower this old favorite is still one of the most popular favorite for cut flower use.

.25

JEAN KERR. (F.D.) The most popular white with commercial cut flower growers. The exceptional keeping quality of the medium size flowers makes them ideally suited for floral work.

.10

Per 100 \$8.00

JERSEY'S BEAUTY. (F.D.) We have an extensive planting of this leading commercial pink. The stock we offer is carefully rogued and selected.

.18

Per 100 \$15.00

JERSEY'S WHITE BEAUTY. See White Jersey Beauty

JOYCE LOUISE. (I.D.) A very fine large orchid lavender flower. Excellent garden variety.

.25

KENTUCKY. (F.D.) This beautiful orange sport of Jersey's Beauty, in addition to being a leading commercial variety is also an excellent garden dahlia.

.20

LEMONADE. (F.D.) Good commercial variety. Many moderate sized canary yellow flowers borne on straight stiff stems.

.20

LE TOREADOR. (F.D.) A leading commercial variety in the low price range. Medium sized flat flowers of glowing deep red borne on strong medium length stems.

Per 100 \$10.00

LILAC WONDER. (C.) Beautiful lilac colored flowers borne in profusion on vigorous plants. Excellent for cutting and garden planting.

.12

MICHIGAN WHITE. (S.C.) Extra fine commercial variety. Many perfectly shaped white flowers borne on long strong stems.

.25

MIDWEST CHAMPION. (I.D.) Violet rose with shadings of yellow at base of petals. Very large flowers produced abundantly on exceptionally beautiful plants. Wonderful garden variety.

.25

MISS BELGIUM. (C.) Medium size flower of burnt orange. Borne on long wiry stem. An early and continuous flowerer.

.25

MRS. I. de VER WARNER. (F.D.) While too soft for commercial use, this old favorite orchid lavender variety is a must in every garden collection.

.20

MRS. VAN IERSEL. (C.) Large pure white commercial cactus. Flowers produced in great abundance on tall vigorous plants.

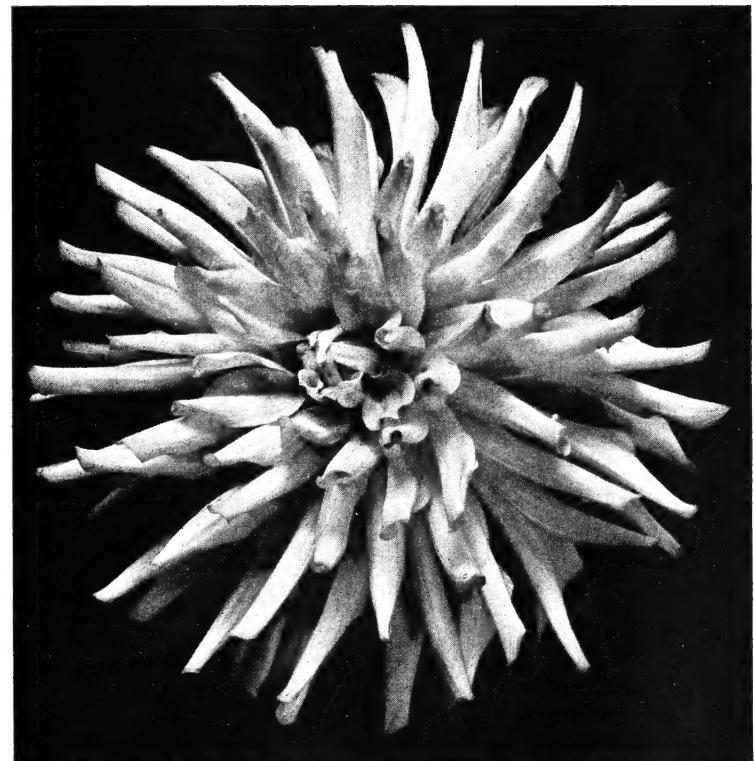
.25

NEW YORK MARKET. (F.D.) The name of this Long Island introduction was derived from its popularity in the New York cut flower market. Flowers of white shaded lavender are profusely borne on tall strong stems.

.20



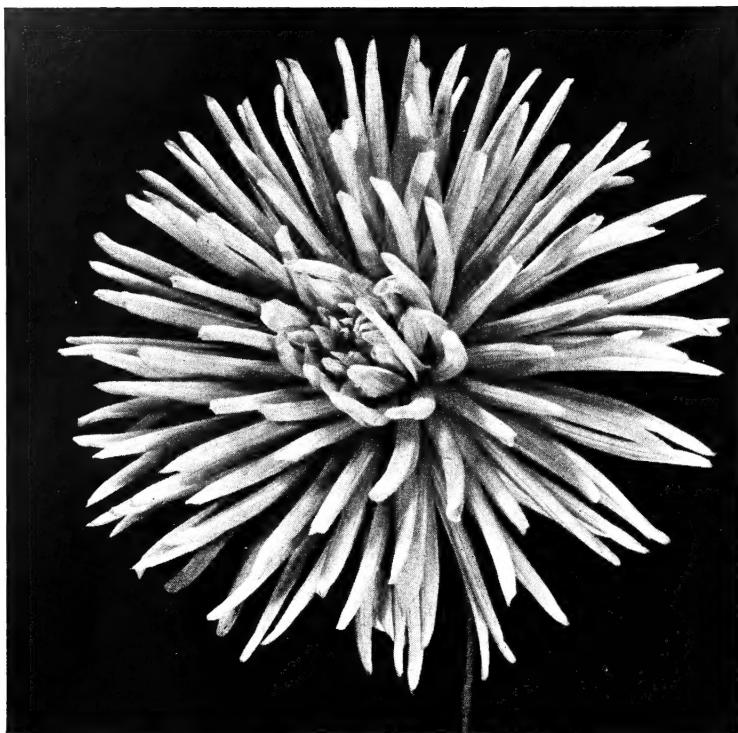
GARDEN JEWEL



MRS. VAN IERSEL

See Page 18 For Fast Selling Line of Dahlia Packages.

DAHLIAS. Large Flowering Varieties – Continued



NIRWANA

Much Admired In Our Fields
This Past Season



SNOWSTORM

Finest New White

Strong
Divisions
EACH

NIRWANA. (C.) A striking color combination of salmon pink and yellow. Very profuse.25

ORANGE IMPERATOR. (C.) Pure orange color flowers. Fine wiry stems. Excellent cut flower.25

RED JERSEY. (F.D.) While not a sport of Jersey Beauty, this excellent commercial red does have the same habits of growth. Good form, color, and stem.15

Per 100 \$12.00

RHEINGOLD. (C.) Tall bronze gold cactus. Medium size krinkled flowers. Very striking. A first class variety for cutting.25

SCARLET LEADER. (S.C.) Bright poppy red flowers which do not fade in the sun. Robust plants. Very fine.25

SHERWOOD PEACH. (I.D.) An enormous garden Dahlia. Coppery orange blooms of great depth are borne on tall cane-like stems. Must be planted early for best results.25

SNOWSTORM. (F.D.) This is our recommendation for the finest formal white cut flowers. Its healthy growing bushes produce many pure white flowers on perfect stems. We urge all our customers to get a stock of this variety.25

THE COMMODORE. (I.D.) Color is bright lemon-yellow. Flowers held high above foliage on long stiff stems. Very profuse.18

Per 100 \$15.00

TROEF. (F.D.) Beautiful shade of violet. Many medium size flowers on tall wiry stems. The best cut flower in this color.25

VICTORY. (F.D.) The color is rose-pink-suffused gold. Very beautiful garden Dahlia and an excellent cut flower as well. We recommend it highly.20

VITALITY. (F.D.) Our recommendation for the finest formal yellow. Same habits of growth as Snowstorm. A must for commercial growers.30

WATCHUNG GIANT. (I.D.) A huge yellow-gold variety that is a constant performer for garden use. Fine form and substance on good stems.15

Per 100 \$12.00

WHITE JERSEY'S BEAUTY. (I.D.) Medium size pure white flowers borne profusely on wiry stems. The foliage is crisp, clean, and insect resistant.20

WHITE KING. (F.D.) Still one of the leading pure whites with commercial growers. The flowers are of perfect form and the right size for cut flower use.20

YELLOW SPECIAL. (C.) Uniform very deep intense yellow. Its exceptional keeping quality merits its addition to any Dahlia planting.25

Collection of ten named varieties of Cactus Dahlias which comprise the whole color range. Each root labeled.

1 ea. of 10 varieties for \$2.50

10 ea. of 10 varieties for 20.00

MINIATURE DAHLIAS

Miniature Dahlias are small forms of the large flowering types and they average 3" to 4" in diameter. Most of the varieties are extremely free flowering and can be grown without disbudding. Their size and gracefullness make them ideal for many uses. Our list of varieties has been carefully selected to provide the best in each color and type.

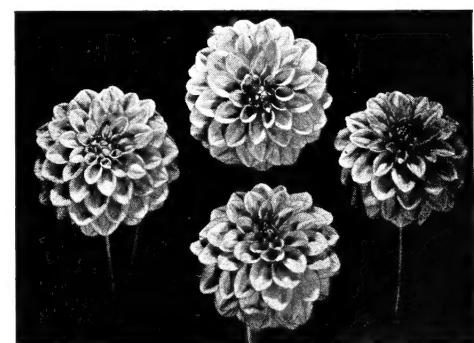
	Strong Divisions Each
ANITA. New pure white. Very fine.	.25
ATOMIC. Sensational single miniature. Glowing yellow center with rim of blackish purple shading to old-rose.	.20
BABY HALE. Fine new bronze. Excellent cut flower.	.15
BISHOP OF LLANSDAFF. An unusually attractive flower of bright scarlet with bronze leaves. Always attracts attention.	.18
BLUEBELL. A blue-violet flower. Very attractive.	.20
CLARA CLEMENS. Very striking bicolor. Medium size red with white tips. Much admired by all who see it.	.30
CORALETTE. Clear coral.	.20
DANTIBALL. Very delicate lavender.	.25
FAIRY. Nice formal decorative. Color nice pink almost the same as Jersey's Beauty. Tall grower.	.12
GRENADIER. Double orange-red variety with beet-red foliage. One of the finest of all miniatures.	.25
IKE. Rich red. Fine cut flower	.20
LILY BELLE. Apple-blossom pink. Many flowers on tall bush.	.20
LITTLE DIAMOND. (Miniature Cactus.) Violet rose with sulphur-yellow shading at center.	.25
LITTLE ROSEATA. One of the best cut flower miniatures. Soft pink. Long stem.	.12
LITTLE WISTERIA. White suffused lavender showing darker at center. Good for cutting.	.20
PAULA. Clear lilac and an unusual shade.	.20
PEACE. A most free flowering cactus variety, covered with pure white flowers all through the season.	.30
PEGGY LINLEY. Clear golden orange on long graceful stem. Excellent keeper.	.20
ROXANA. A deep royal purple variety. The finest in its color.	.20
SPIRIT. Bright red with white tips. Excellent for cutting and bedding.	.25
SUFFOLK. A florist's miniature. Orange in color. Long stems and perfect formation.	.15
SYLVIA. A nice red on long stems. Very fine.	.12
TARGET. Fine autumnal shade of bronzy-yellow.	.15
WHITE FAWN. Without doubt the finest decorative white variety. Extremely free flowering.	.12



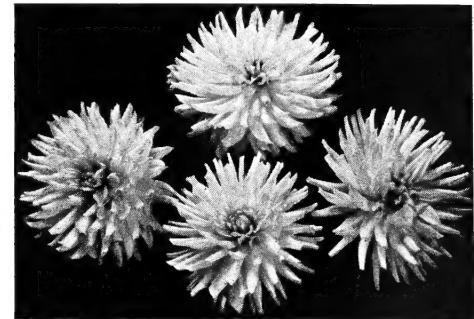
BISHOP OF LLANSDAFF



CLARA CLEMENS



LILY BELLE



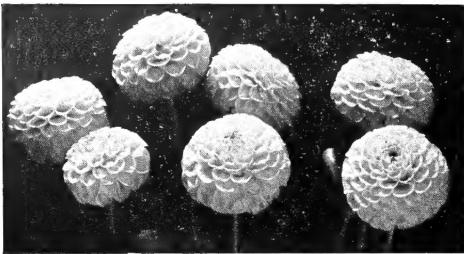
PEACE

See Page 18 for Miniature and Pompon Dahlias in Attractive Packages.

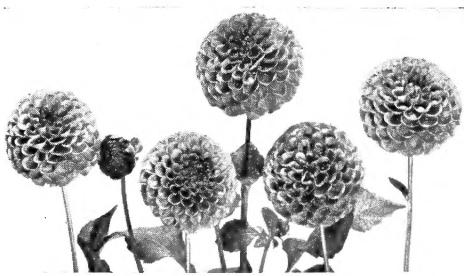
POMPON DAHLIAS

For years we have made a specialty of Pompon Dahlias and, by selecting the finest varieties available in each color and offering them at most reasonable prices, we have done much to encourage their more general use.

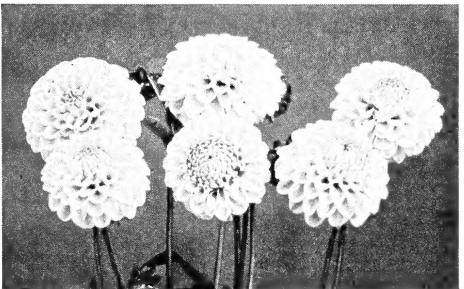
You can select from this list with the assurance that you are getting the leading variety in each color.



JOE FETTE



MARY MUNNS



MORNING MIST



ROTHOUT

Strong
Divisions
Each

AMBER GLOW. Beautiful blend of color and gold.	\$15
AMBER QUEEN. Solid amber color. Beautiful shade. Flowers larger than average.	.12
BETTE ANNE. A nice little soft pink variety.	.20
BRONZE BEAUTY. Bronze and old gold. Good commercial cut flower variety.	.10
CATHERINE. Large bright yellow. Petals somewhat coarse but flowers are sturdy.	.10
CLARISE. Fine two-toned orange combination. Very good variety.	.15
EDITH MUELLER. A beautiful two-toned variety of golden-orange at base and salmon-red at petal tips. Very fine.	.12
GERDA. Nicely shaped cream variety.	.15
GOLDEN BEAUTY. Rich golden color. Very attractive.	.12
HONEY. Base of petals is yellow with overcast of red. Nice color combination.	.15
INDIAN CHIEF. Red base with white petal tips. Good cutter and strong stem.	.10
JOE FETTE. Leading white variety. Medium size flower on low growing bush.	.15
JOHNNY PEPPIN. Dark red variety. Attractive flower on strong stem.	.15
LITTLE ELK. A rich shade of bronze.	.15
LITTLE HERMAN. A red and white pompon of perfect form and shape.	.10
MARY MUNNS. Fine lavender variety that is considered the very best among some florists. Good producer.	.15
MISS ALMA. Lavender and white. A pretty combination.	.18
MORNING MIST. A fine florist's variety. Color is rosy-lavender overlay on white base.	.10
RED WARRIOR. A fine bright red variety.	.20
ROSA WILMOTH. Deep rose-pink. Medium size.	.20
ROTHOUT. Deep scarlet and a favorite in this color. Long, strong stem.	.12
SHERRY. Beautiful shade of petunia purple.	.15
SNOWCLAD. Medium size pure white. Good grower.	.18
TITAN. Fine red. Tall stems held well above foliage.	.12
YELLOW GEM. Creamy yellow and considered best in this color. Small flower.	.12
YOULETTE. Light bronzy yellow.	.15

REMEMBER! You May Deduct 5% For Cash With Order. See Terms of Sale, Page 17

GROWING DAHLIAS FOR CUT FLOWERS

Any good farm or garden soil will produce a satisfactory Dahlia crop. Select an exposed, sunny location free from tree roots. Dahlias make a lot of growth throughout the season and therefore require a lot of feed. We suggest one ton of good potato fertilizer to the acre, broadcast and disced in before planting, followed by one or two applications through the season of 500 lbs per acre. Dahlias also want moisture but they must be planted on soil that is well drained. Any rain that submerges any part of the plant or root for more than a few hours can prove fatal. To maintain the plants in a good growing condition they should be irrigated on dry soils when the rainfall is less than 1" per week.

The planting season depends on climactic conditions. The roots will start to grow as soon as the soil is warm in the spring but subsequent plantings can be made as late as June. Do not, however, plant on very hot days for a soil temperature above 70° may cook the tubers.

Planting is simplified by opening straight furrows six inches deep and three feet apart. Place the tubers horizontally in the direction of the furrow, eyes-up, all facing the same way. Space large flower varieties 2 feet apart and the miniature and pompon kinds about 18". Cover with about two inches of soil and depend on subsequent cultivation when the plants are up to fill the depression or even ridge them after they are a foot tall.

With the plants in straight rows hand cultivation is reduced to a minimum. After the plants are a foot tall cultivate not more than two inches deep every week or as often as necessary to eliminate weeds and maintain a dust mulch.

Staking and tying the plants is desirable with small plantings. It is, however, quite costly and therefore not generally practiced by commercial growers who prefer straightening the plants after rain and wind storms.

Large-flowered Dahlias require systematic pruning to produce good flowers on long stems. When the plants have formed their second pair of full-sized leaves, cut out the center shoot just above the crotch of the upper pair (See illustration). Soon after the first pruning four laterals will be growing from the axil of the four leaves.

Before the next pruning step is taken the grower must decide on the number of flowers wanted per plant. The greater their number, the smaller the size. For four flowers of the largest size remove all further side shoots as they appear. If eight flowers are the goal per plant the four laterals are cut back just above their first pair of leaves. This will cause the growth of two secondary laterals from each. The number of flowers could be doubled by treating the secondary laterals in the same way as the primary ones.

All Dahlias form more than one flowerbud at the end of each branch. With large flowering varieties only one should be permitted to remain. The center one usually is chosen because it is the first to open and also the strongest. Pinch out all others. With miniature and pompon varieties these side buds can remain and make additional flowers.

INSECTS AND DISEASES

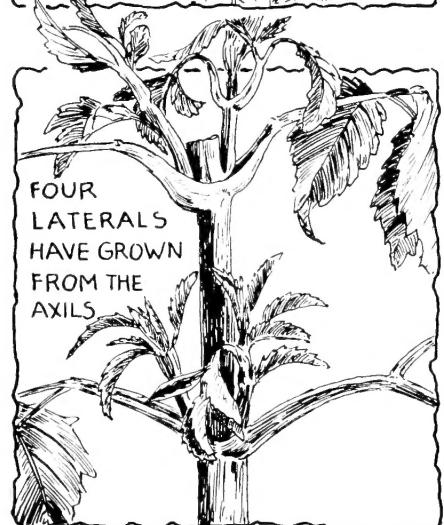
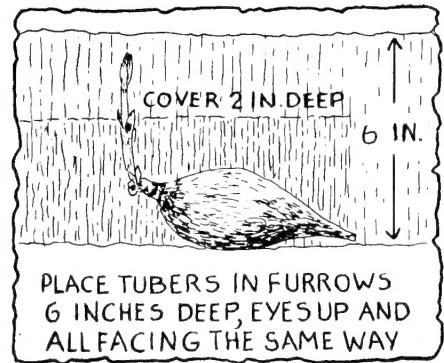
In most sections the Dahlia leafhopper is the worst pest with thrips a close second. Both are sucking pests easily controlled by keeping the plants covered with DDT. One pound wettable 50% DDT powder to 100 gallons of water together with a good sticker-spreader will give nearly perfect control if applied as a fine, forceful spray which will settle on all parts of the plants. This material also takes care of the corn borer and tarnishing plant bug.

While most growers can identify thrips readily, the Dahlia leafhopper, which is also called Potato and Apple leafhopper when found on these plants, is less familiar to many despite its rating as the number one enemy. They rest on the underside of the leaves and when disturbed the young ones move quickly, often with a characteristic side motion which suggests skidding, in order to reach the other side of the upturned leaf. In their winged adult stage they will disperse from disturbed plants like a miniature cloud of dust if the infestation is severe. The sucking causes the leaves to curl and buckle, and they also become discolored.

Both the Dahlia leafhopper and thrips carry virus diseases and their prompt destruction all through the growing season offers the only effective means of keeping the plants free, or nearly so, from these damaging diseases.

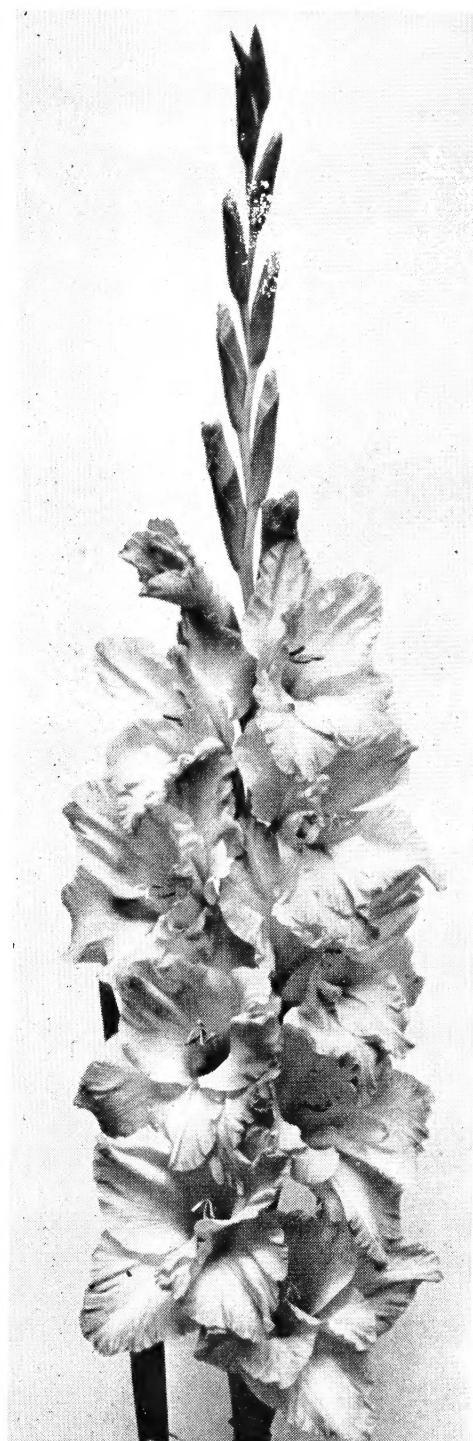
There is no known cure for virus diseased plants. These are quickly recognized by the stunted, off-color appearance. They should be pulled out and destroyed.

Flowers should be cut preferably in early morning. Remove all foliage from the part of the stem which will be under water as it will turn black and start decay very quickly. Short-stemmed varieties will keep in good condition if sprinkled with water and kept between layers of wet cloth or paper; others should be plunged deeply in cold water. Flowers which fail to revive promptly can be restored by making a slanting cut of the stem **under water**.



GLADIOLUS

Finest Quality — Our Own Long Island Grown



ELIZABETH THE QUEEN

Best Lavender Variety

	Per	No. 1	No. 2	No. 3	Bulbets
ALGONQUIN. Glowing deep scarlet. Large florets on medium length stem. Most popular variety in this color	100	\$ 4.25	\$ 3.50
	1000	36.00	28.00
BARCEROLE. Deep orange without markings. Large ruffled blooms. Medium height	100	3.50	3.00	2.50	Peck \$15.00
	1000	30.00	24.00	20.00	Bushel 50.00
BEACON. Bright rose-scarlet with pronounced cream blotch. Long spike and tall stem. Ranks among the top leaders of the commercial group.	100	3.00	2.50	2.00	Peck 12.00
	1000	25.00	20.00	16.00	Bushel 35.00
BLACK OPAL. Magnificent tall deep red. Many round florets perfectly placed on extra long flower head. One of the best dark reds	100	5.50	4.50
	1000	45.00	36.00
BUCKEYE BRONZE. A lovely ruffled rose-bronze. Tall and distinctive in this color class.	100	6.00	5.00	4.00	Peck 18.00
	1000	50.00	40.00	32.00
BURMA. Heavily ruffled very deep rose. Enormous florets on medium height plant. Very strong grower.	100	7.00	5.50
	1000	60.00	48.00
CHAMOUNY. A distinctive and very wonderful shade of cerise-rose with a silver line around the edge of each petal. Very attractive and showy. Tall spike	100	4.25	3.50	2.75	Peck 35.00
	1000	36.00	28.00	22.00
CORONA. Creamy white with striking edge of rose pink on each petal. Large heavy flower on tall stem.	100	4.50	3.75
	1000	40.00	32.00
ELIZABETH THE QUEEN. A very beautiful lavender with large ruffled florets, long heavy flower spike on medium length stem.....	100	4.50	3.75	3.00	Peck 50.00
	1000	40.00	32.00	26.00	Bushel 180.00
FAIR ANGEL. Large creamy white with beautifully ruffled florets. Good grower. Medium height.	100	4.25	3.50	2.75	Peck 15.00
	1000	36.00	28.00	22.00	Bushel 50.00
FLAMING SWORD. This old timer is still largely used as an early red. Small flower but nice color and very dependable.	100	2.50	2.00
	1000	20.00	16.00
GOLD EAGLE. An early deep yellow. Very prolific. Small flower but useful in this color.....	100	2.50	2.00
	1000	20.00	16.00
JEANIE. Clear, rich pink with attractive creamy yellow throat. Tall strong grower and very free flowering.	100	3.50	3.00	2.50	Peck 15.00
	1000	30.00	24.00	20.00	Bushel 50.00
JUNE BELLE. Very pure white with large well placed florets. Healthy grower and good propagator. Excellent for both exhibition and market.	100	4.50	3.75
	1000	40.00	32.00
KING LEAR. Beautiful shade of reddish purple. Large ruffled petals. Nice spike on tall stem. The best medium priced variety in this color.	100	4.25	3.50
	1000	36.00	28.00
LADY JANE. A newer one that is well liked. Clear cream with light yellow lips on lower petals. Very sturdy flower on tall, stiff stems.	100	4.50	3.75
	1000	40.00	32.00

Less Than 25 Bulbs Sold at the Dozen Rate, From 25 to 249 at the 100 Rate, 250 and More at the 1000 Rate

GLADIOLUS — Continued

	Per	No. 1	No. 2	No. 3	Bullets	
LEADING LADY. This very fine milk white sport of Picardy is an outstanding variety. Huge size with perfect placement	100	6.00	5.00	
	1000	50.00	40.00	
LONG ISLAND RED. A pleasing shade of red. Large florets well placed on tall sturdy stems. Vigorous grower.....	100	4.50	3.75	3.00	Peck	15.00
	1000	40.00	32.00	26.00	Bushel	50.00
MAID OF ORLEANS. One of the leading commercial white varieties. Early and dependable	100	2.50	2.00	
	1000	20.00	16.00	
MARGARET BEATON. Large white with striking red blotch in throat. Tall spike and long stem. Very beautiful	100	3.50	3.00	2.50	Peck	15.00
	1000	30.00	24.00	20.00	Bushel	50.00
MARGARET FULTON. This old variety is still liked by many growers. Deep salmon color and stem of medium height. Petals are of heavy texture which make it a good shipper and keeper.	100	2.50	2.00	
	1000	20.00	16.00	
MASKERADE. Orange yellow with large dark red blotch in throat. An unusual and interesting color combination. Medium height	100	4.25	3.50	2.75	Peck	15.00
	1000	36.00	28.00	22.00	Bushel	50.00
MISS BLOOMINGTON. One of the best commercial yellow. Very early medium sized flower. Clear yellow	100	3.50	3.00	
	1000	30.00	24.00	
PANDORA. Clear soft geranium pink. Perfectly placed medium sized floret. A great favorite in the cut flower market	100	4.50	3.75	3.00	Peck	18.00
	1000	40.00	32.00	26.00	Bushel	60.00
PAUL RUBENS. A large spike with deep violet flowers. Excellent garden and commercial Gladiolus	100	4.50	3.75	3.00	Peck	20.00
	1000	40.00	32.00	26.00	Bushel	70.00
PEGGY LOU. Deep shrimp pink with rosy cast. Tall and free flowering	100	4.25	3.50	2.75	Peck	12.00
	1000	36.00	28.00	22.00	Bushel	40.00
PHANTOM BEAUTY. A fine new variety that makes a heavy flower spike, 8 or 10 flowers open. Color is flesh pink.	100	10.00	8.00	
	1000	85.00	68.00	
PICARDY. We offer a carefully selected and rogued stock of this most popular coral pink variety.	100	3.50	3.00	2.50	Peck	10.00
	1000	30.00	24.00	20.00	Bushel	30.00
PINK RADIANCE. One of the finest commercial pinks. A delicate shade that is very popular with florists. Very tall flower spike with as many as 11 flowers open at one time.	100	5.50	4.50	
	1000	45.00	36.00	
ROSA VAN LIMA. Light rose with few darker lines in throat. Good commercial variety. Fine for exhibition and garden. Early	100	3.50	3.00	
	1000	30.00	24.00	
SALMAN'S GLORY. Creamy yellow with a striking blotch of carmine. Large, wide-open florets. Very fine variety.	100	6.00	5.00	4.00	Peck	15.00
	1000	50.00	40.00	32.00	Bushel	50.00



SPOTLIGHT

Now the Most Popular Yellow

Gladiolus Continued on Next Page

GLADIOLUS — Continued

	Per	No. 1	No. 2	No. 3	Bulbets
SILENTIUM. White with striking carmine marking in throat. Similar to but not so large as Margaret Beaton. A good cutter and prolific grower.	100	3.00	2.50
	1000	25.00	20.00
SNOW PRINCESS. Creamy white shading to pure white. Opens well when cut tight. Many commercial growers are now using this variety as their leading white.	100	2.50	2.00	1.50	Peck 12.00
	1000	20.00	16.00	12.50	Bushel 40.00
SPOTLIGHT. Pure yellow with a striking scarlet marking in throat. Good grower on long stem and nicely arranged.	100	5.75	4.75	3.75	Peck 40.00
	1000	48.00	38.00	30.00	Bushel 150.00
VALERIA. Now established as the leading red variety with Florists. Good color and form and opens well when cut tight.	100	4.50	3.75	3.00	Peck 20.00
	1000	40.00	32.00	26.00	Bushel 60.00
VREDENBURG. Pure paper-white without markings. Good placement and nice spike	100	3.75	3.00	2.50	Peck 15.00
	1000	32.00	25.00	20.00	Bushel 50.00
YELLOW HERALD. This European variety is being accepted as a good commercial yellow.	100	6.00	5.00
	1000	50.00	40.00

GLADIOLUS MIXTURES

STANDARD MIXTURE. A well balanced assortment of colors is represented in this fine mixture.	100	2.50	2.00	1.50
	1000	20.00	16.00	12.50
EXHIBITION MIXTURE. Contains only the large flowering types in the better varieties. Wide range of color.	100	3.50	3.00	2.50
	1000	30.00	24.00	20.00
Oversize Mixture. Large bulbs measuring 2" and over.	100	3.50
	1000	30.00

CUSTOMERS WANT A BRAND NAME

They want to know who is back of the merchandise they buy. And that is why our packages of Glads and Dahlias—unconditionally guaranteed—are being used by most of the leading garden outlets. They build a continuing year by year demand by customers who recognize them and want them again. See pages 18-19.

NO ONE GROWS THEM ANY FINER

Wherever we have exhibited our flowers we have won a very large share of the awards. This past summer, at the New York Gladiolus show, we again won more prizes than any other commercial grower. These flowers were not especially grown for show purposes but were selected from our regular field stock.



VALERIA

Most Dependable Red Variety

GROWING GLADIOLUS FOR CUT FLOWERS

Gladiolus are the country's leading outdoor commercial cut flower. Their successful culture in every section of the United States is proof of their ability to thrive under varying climatic and soil conditions. They will grow with excellent results in many different types of soil providing drainage is adequate. While they do not like to be submerged in water for any length of time, moisture is the largest single factor in the production of top grade spikes. In sections where the average monthly rainfall is below 4", artificial watering is essential. Full exposure to sunlight and free air circulation rank next in importance.

SOIL PREPARATION AND FERTILIZER

Before planting, the soil should be plowed or dug to a depth of 8". Fertilizer should be broadcast and then harrowed or raked into the soil. Where no specific fertilizer recommendation is available for a particular soil, use 1000 pounds of a standard 5-8-7 potato fertilizer per acre. Opinions differ on the use of fertilizer, with lighter soils usually being more in need of it than heavier ones. In heavy soil we have not been able to see any difference between light, heavy, and no applications.

Placing the fertilizer in the rows or in bands alongside the corms is fraught with danger because the bracing roots travel extensively in a nearly horizontal direction and just as soon as they encounter the fertilizer zone they are burned and the affected plants injured.

PLANTING AND CULTIVATION

Grade the bulbs according to size for bulbs of a similar size flower at a uniform time and this means a substantial saving in cutting and spraying costs.

A width of 3 feet between the rows is required where tractor cultivation is practiced, otherwise 2 feet will suffice. Make the rows perfectly straight. Open them deep enough to permit covering No. 1 or larger corms with 4 inches of fine soil. Depending on their size, smaller ones are covered 2 to 3 inches deep. This applies to average soils. Cover less in heavy soil; deeper in sandy one.

Space the corms evenly—allowing 10 to 15 to the yard, depending on size. (See illustration). Set them upright in a perfectly straight line to permit close cultivation. This reduces expensive hand weeding in the rows to a minimum.

To provide an extensive cutting season make successive plantings at weekly or ten-day intervals from the time the corms are safe from belated spring frosts until about 75 days before fall frost. Only No. 1 or larger corms should be chosen for the last plantings.

Start shallow cultivation as soon as the first shoots make the rows clearly visible and repeat as often as necessary to eliminate weeds and maintain a dust mulch. Clean land requires 4 to 5 cultivations during the growing season.

DISEASE AND INSECT PEST CONTROL

The most important factor is the planting of clean, healthy stock. All diseased bulbs should be discarded and extreme care should be taken to see that the remainder are free from thrips. This pest multiplies rapidly and a small original infestation can soon destroy an entire crop. Next in importance is the maintenance of clean planting and surroundings. Remember that left over bulbs or foliage from a previous season can contaminate the new plantings. Regular and frequent dusting or spraying is essential. Federal and State experimental stations are constantly working out new and better disease and pest control methods. We suggest that you apply to your County Agent or Farm Bureau for the latest information available.

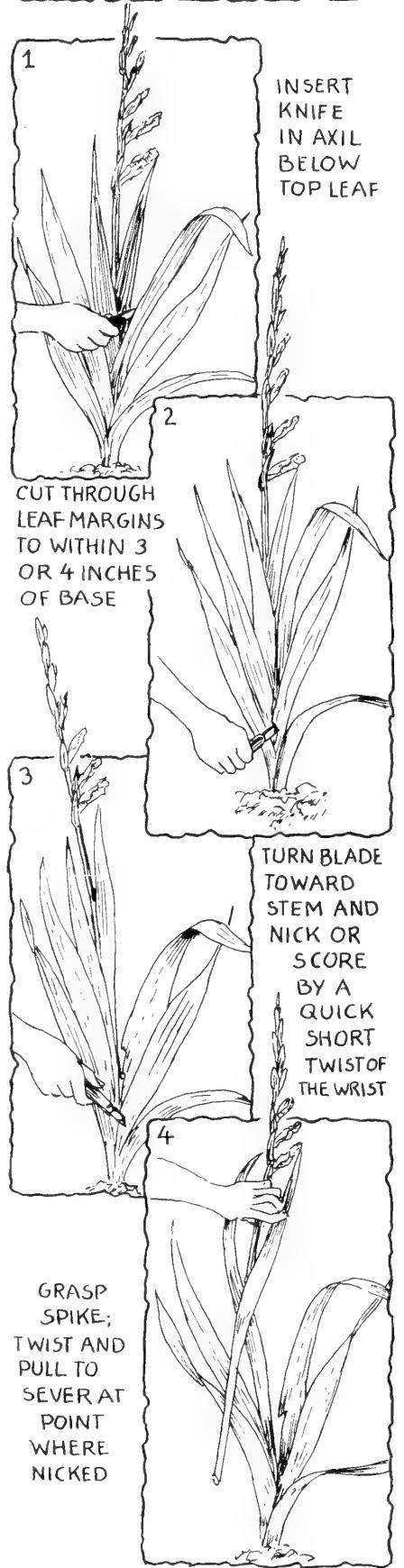
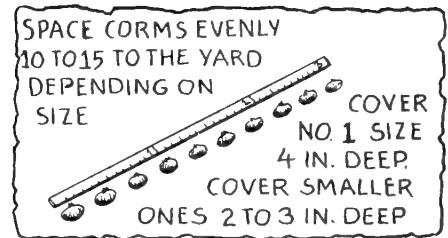
All unhealthy plants should be dug out as soon as discovered and any flower spikes that have finished blooming should be cut off and taken from the fields.

CUTTING FOR MARKET AND LOCAL USE

Cut the spikes when the lowest bud begins to show color. When wanted for local use the flowers will develop a deeper color if allowed to open on the plants, but this, of course, requires extra time and care to keep flowers from bruising.

Because the length of the spike has a decided bearing on the price realized, "hooking" them out is far superior to the old cutting method, especially since it preserves six of the seven leaves on a flowering-size corm. Take a sharp knife and run it, blade down, from the uppermost leaf along the stem and parallel with it to within 3 or 4 inches of the base—slicing through the leaf margins encountered. At the low point give the knife a quick short twist while pushing the blade forward, around and into the stem to give it a nick less than half-way around. Now grasp the spike with the other hand somewhat below the lowest bud, give it a slow but steady twist and the stem will part where nicked. (See illustration.)

Gladiolus flowers, when cut, open quickest if exposed to warm humid conditions with plenty of water to draw on. If it is desired to retard the opening of the blooms set them upright, without water, in a cool place. The tips of gladiolus spikes turn quickly toward the light and therefore should be kept upright at all times throughout the entire cutting and marketing procedure.



BEGONIAS AND GLOXINIAS

OUR OWN DIRECT IMPORTATIONS FROM LEADING BELGIUM GROWERS

BEGONIAS - Tuberous-rooted

No other bulbous subject has increased in popularity over the past few years so much as these Begonias. They make a very useful and beautiful pot plant for early spring but they serve their best purpose when grown outdoors—for here they provide a continuous feast of beauty until cut down by frost. We have reports from our Belgian growers that they have a good crop this season so we expect to deliver very nice bulbs.



BEGONIA—Tuberous Rooted Double



BEGONIA—Tuberous Rooted Crispa



GLOXINIA



Double Camellia

ORANGE	
PINK	
RED	
SALMON	Doz. \$ 1.50
WHITE	100 10.00
YELLOW	1000 90.00

Single

ORANGE	
PINK	
RED	
SALMON	Doz. \$ 1.50
WHITE	100 10.00
YELLOW	1000 90.00

Also Two Beautiful Ruffled Types

Crispa

ORANGE	
PINK	
RED	
SALMON	Doz. \$ 1.60
WHITE	100 11.00
YELLOW	1000 100.00

Fimbriata

ORANGE	
PINK	
RED	
SALMON	Doz. \$ 1.60
WHITE	100 11.00
YELLOW	1000 100.00

For Storekeepers

We have a beautiful new Begonia package of the same size and style as our well known Dahlia and Gladiolus collections. The packages contain 12 first size bulbs of Double Camellia Begonias in a well balanced color mixture. The price is \$1.25 per package — minimum order 12 packages.

GLOXINIAS

Flower lovers have long known the beauty of these Gloxinias as a house plant but only a few know that they can also be so successfully grown outdoors. Planted in a semi-shaded location and treated the same as Begonias they will bloom over a long period and provide something unusual and very beautiful.

EMPEROR FREDERICK. Scarlet bordered white

EMPEROR WILLIAM. Violet bordered white

ETOILE de FEU. Scarlet

MONT BLANC. White

PRINCE ALBERT. Dark Violet

ROI DES BELGES. Dark Crimson

TIGRINA. White background with pink splashes and spots

VIOLACEA. Blue and Violet

WATERLOO. Bright scarlet, margin beautifully waved

ALL AT THE
SAME PRICE

Per Doz. \$ 2.00

Per 100 14.00

Per 1000 125.00

You Can Deduct 5% When Cash Accompanies Order. See Terms of Sale Page 17.

Miscellaneous Bulbs and Roots

We offer a much greater assortment of miscellaneous bulbs than is generally available from other sources. On some items the supply is limited so please order early to avoid disappointment.

AMARYLLIS - Giant Hybrids

There are vast differences in the quality of the various strains of Amaryllis being offered and we believe that our stock contains a much larger percentage of the full rounded petal and bright, solid colors than is usually available at comparable prices.

For house culture the ease with which they can be flowered makes them the outstanding subject for this purpose and they also make a beautiful pot plant for florist use. The colors are mixed and range from pure white through the various pink shades to deep red.

	Doz.	100		Doz.	100
2" to 2 1/4"	\$1.25	\$9.00	2 3/4" to 3"	\$3.25	\$22.50
2 1/4" to 2 1/2"	1.80	12.50	3" to 3 1/4"	5.00	35.00
2 1/2" to 2 3/4"	2.25	16.50	3 1/4" and Up	6.50	45.00



W.
J.

AMARYLLIS, GIANT HYBRID



AMARYLLIS HALLI

AMARYLLIS HALLI

(*Lycoris Squamigera*)

The bulb produces its foliage in spring which is followed by a tall lavender spike of beautiful flowers in midsummer. It is perfectly hardy and a splendid permanent subject for summer flowering in northern gardens.

Each, \$.75; per doz., \$6.50; per 100, \$50.00

AFRICAN LILY (*Amorphophallus Rivieri*)

This rare bulb produces an attractive palm-like growth that is very ornamental through the whole summer season. The flower, which is an enormous Calla-shaped blossom, appears while the bulbs are dormant in the Spring.

Mammoth Bulbs — Each \$.50; Doz. \$5.00
Smaller Bulbs — Each .35; Doz. 3.50

ANEMONES

Anemones in Packages Offered on Page 17

These bulbs may be planted in early Spring with marked success, and they do remarkably well outdoors in many sections of the country.

SAINT BRIGID

Large, semi-double flowers on long, strong stems.

DARK BLUE VIOLET RED MIXED COLORS	{	Mammoth	100 1000	\$ 5.00 40.00
		Two Year Bulbs		
		100		
		1000		

One year old bulbs, mixed colors only.
Doz. \$.40; 100 \$2.50; 1000 \$20.00

DE CAEN

Fine single form available in a wide range of mixed colors.

	100	1000
MAMMOTH TWO YEAR BULBS	\$4.00	\$35.00
FIRST SIZE BULBS	3.00	25.00
ONE YEAR BULBS	2.00	16.00



ANEMONE ST. BRIDGID

IRIS

BEARDED IRIS. A well balanced mixture of finer kinds.

Doz.	100
\$1.50	\$10.00

IRIS KAEMFERI. (Jap.) A fine assortment of the better varieties

Doz.	100
\$3.00	\$20.00



YELLOW CALLAS IN THE GARDEN



DICENTRA (Bleedingheart)



HYACINTHS CANDICANS

CALADIUM — Fancy Leaved

The large, brilliant colored leaves that these bulbs produce make an unequalled display for the Summer garden. As a pot plant for florists' use, there is no better Summer subject.

WE OFFER FIVE OF THE MOST POPULAR VARIETIES:

CANDIDUM. Leaf snow white with green veins and network, narrow green border. Fine Easter variety.

D. M. COOK. Dark moss green with plum red center and red ribs. Leaf crumpled and red spotted.

LORD DERBY. Transparent rose with green ribs. Narrow green edge.

MRS. F. SANDERS. Round dark green leaf heavily blotched transparent deep rose.

MRS. W. B. HALDEMAN. Medium leaf of bright pink. Narrow green edge. Very popular.

Any of the Above per doz. \$2.00; per 100 \$14.00; per 1000 \$120.00

Fine Mixture of Many Varieties per doz. \$1.75; per 100 \$12.00; per 1000 \$110.00

CALLAS

All of the Callas offered below are suitable for garden planting and combine the rare combination of decorative foliage with flowers of unusual keeping qualities. Those who are seeking unusual items of rare and odd beauty should plant them.

	Doz.	100
ALBA MACULATA. A fine summer garden variety. Creamish white flowers with beautiful spotted foliage.	\$2.50	\$17.50
ELLIOTTIANA. The well known yellow Calla. Does exceptionally well in the garden where it makes a striking display	2.50	17.50
REHMANI. A beautiful and dainty dark pink variety. A gem in any garden. First time at these low prices.	2.25	16.50

CANNAS

Cannas are the showiest of all Summer bedding plants and as a result are always in demand and are among the leading sellers for storekeepers.

CITY OF PORTLAND. Glowing pink.
EUREKA, White
HUNGARIA, Deep rose.
KING HUMBERT RED. Orange Scarlet.
KING HUMBERT YELLOW. Golden yellow
THE PRESIDENT. Red.
WYOMING, Orange

ALL AT THE SAME PRICE
Per 100 \$ 6.00
Per 1000 50.00

DICENTRA (Bleeding Heart)

We have a fair supply of this very fine perennial. The roots make a quick growth very early in the Spring so we cannot fill orders later than April 1st.

	Doz.	100
Large Clumps, 5 to 8 eyes	\$5.00	\$35.00
Medium Sized Clumps, 3 to 5 eyes	4.00	27.50

ELISENA

LONGIPETALS. Fantastically shaped, pure-white flowers. They should be planted and treated the same as Ismenes, which they much resemble. **Each \$1.00**

HYACINTHUS CANDICANS

These flowers resemble huge Hyacinths with stalks 3 and 4 feet high and with drooping, Hyacinth-like white bells. They make a long and good showing when planted in borders. Even the smaller sizes bloom profusely. **Per Doz. \$1.00; Per 100 \$6.50; Per 1000 \$60.00**

6 or More at Dozen Rate; 25 or More at 100 Rate; 250 or More at 1000 Rate

GLORIOSA

Beautiful climbing Lily. Can be forced during Winter months or grown outdoors in Spring. Very colorful with wavy, reflexed petals and long spreading stamens.

ROTHCHILDIANA. Crimson with yellow base and margins. **Each \$.75**

ISMENE

We are probably the largest growers of these bulbs and have selected the strains and varieties with great care and all are guaranteed genuine. They are decorative and useful summer flowers for garden or for cutting. Supply is limited.

AMANCAES. Very rare species with beautiful, deep-yellow flowers. **Each, \$2.00; Per Doz., \$20.00**

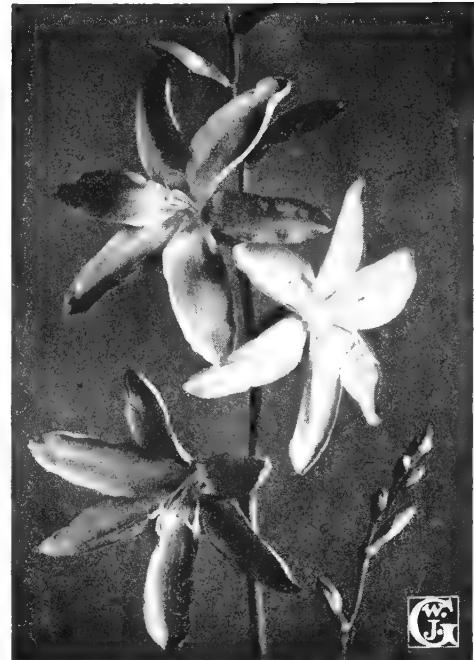
ADVANCE. Improved Calathina. Flowers are taller and larger. **Each, \$.60; Per Doz., \$6.00**

CALATHINA. Large, Amaryllis-like foliage with white, sweet-scented flowers resembling a giant daffodil. There are many worthless varieties masquerading under this name. Ours is the true stock.

Doz.	100	Doz.	100		
1 3/4"	\$1.75	\$12.50	2 1/2"	\$3.00	\$20.00
2"	2.15	15.00	2 3/4"	3.60	25.00
2 1/4"	2.50	17.50	3"	4.25	30.00

FESTALIS. A free-flowering variety with elegant pure white flowers. Petals nicely curved. **Each, 75c; Per Doz., \$8.00**

HARRISIANA. Small, star-shaped flowers of pure white. Pretty and unusual. **Each, 75c; Per Doz., \$8.00**



MONTBRETIA

MONTBRETIAS

While Montbretias do not have the keeping qualities of Gladiolus, they still are quite valuable as cut flowers and their colors, especially in the orange shades, give them a decorative usefulness not available in any other seasonal flowers. Bulbs should be planted and handled the same as Gladiolus. Each bulb produces several flower spikes. Our list of varieties comprises the whole color range.

AURANTIACA — Pale yellow.

CARMINE BRILLIANT — Carmine red.

GOLDEN WEST — Golden Yellow.

FANTASY — Brick red.

METEOR — Red and yellow.

POTSI GRANDIFLORA — Pale red.

Fine Mixture of All Colors — Doz., \$.30.... 100, \$2.00; 1000, \$17.50

ALL AT THE SAME PRICE

Per Doz.	\$.40
Per 100	3.00
Per 1000	25.00

NEWER AND FINER VARIETIES

These so-called Earlham Hybrids have flowers several times the size of the older kinds. We are the first to offer them at these reasonable prices.

HIS MAJESTY. Orange yellow center blending to deep scarlet on tips and backs of petals. Large and fine.

JAMES COEY. Beautiful rich red with pale orange center. Fine robust grower.

LADY OXFORD A striking combination of pale yellow with peach pink shading. Many flowers.

LADY WILSON. Very large flowers and strong rigid stems. Color is rich orange yellow.

ALL AT THE SAME PRICE

Per Doz.	\$.75
Per 100	5.50
Per 1000	50.00

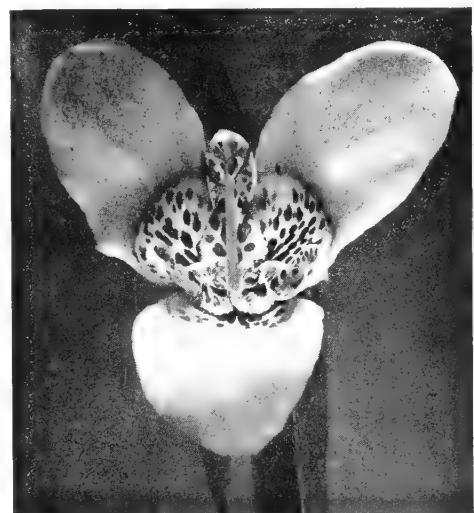
RANUNCULUS CLAREMONT GIANTS

Those who have seen these fine new strains of double Ranunculus with their massive flowers that measure up to 6" across are enthusiastic in their praise.

We offer a fine mixture of assorted colors in this large Claremont strain.

Top Size	100	1000
1st Size	\$4.00	\$36.00
2nd Size	3.60	30.00
	2.50	18.00

Less than 25 bulbs sold at the dozen rate, from 25 to 249 at the 100 rate, 250 and more at the 1000 rate.



TIGRIDIA PAVONIA

TIGRIDIA PAVONIA

For brilliancy of color there are few floral subjects that can compare with Tigridias. The bulbs, which can be handled the same as Gladiolus, bloom in mid-summer. Each stalk produces several flowers and this prolongs the display.

For something strikingly beautiful and unusual we suggest these Tigridias. They are available with us in the five leading named varieties as under:

ALBA GRANDIFLORA — Pure white.

CANARIENSIS — Bright Yellow.

LILACINA — Crimson with spotted center.

SPECIOSA — Scarlet with golden center.

MIXTURE OF ALL COLORS per Doz. .50; per 100, \$3.50; per 1000, \$30.00

**ALL AT THE SAME
NEW LOW PRICE**

Per Doz. \$.60

Per 100 4.50

Per 1000 40.00

TRITOMAS

Commonly known as "Flame Flowers" or "Red Hot Pokers" on account of their spike-like, brilliant colored flowers

This is one of the showiest subjects for the Summer garden and produces a continuous profusion of flowers.

PFITZERI. Flame red color. Flowers late August and September.

Per Doz. \$ 1.50

Per 100 10.00

Per 1000 90.00

TUBEROSES

DWARF PEARL. The true double variety per 100 \$7.00; per 1000 \$65.00

MEXICAN SINGLE. The popular ever blooming variety.

Top size bulbs per 100 \$6.00; per 1000 \$50.00

1st size bulbs per 100 3.50; per 1000 32.50

HARDY LILIES

These aristocrats of the summer garden are now within reach of everyone's purse. Every florist should plant them and every storekeeper should feature them. They add a dignified beauty to any garden setting that cannot be attained with other subjects.

LILIUM AURATUM

A tall, noble Lily, growing 4 to 6 feet high. Its huge flowers are white with red spots and a golden rib down the center of each petal.

Large 8" Bulbs per doz. \$5.00; per 100 \$35.00

LILIUM RUBRUM

Three to four feet high with large open flowers of carmine-pink with crimson spots.

Large 8" Bulbs per doz. \$6.00; per 100 \$40.00

LILIUM REGALE

White trumpet Lily with markings of pink, yellow and light brown, extremely fragrant. Flowers in June.

	Doz.	100
6" - 7"	\$1.50	\$10.00
7" - 8"	2.00	12.00
8" - 9"	2.50	16.00
9" - 10"	3.00	20.00

LILY - OF - THE - VALLEY

DOMESTIC STRAIN FOR OUTSIDE PLANTING per 100, \$2.00; per 1000, \$16.00

In furtherance of our plan to supply our customers with the rarest and finest, we are offering a magnificent giant variety called "SUPERBELL." The flowers, stems and foliage are very much larger and finer than any other variety.

Large Garden Clumps each \$1.00; per doz. \$10.00; per 100 \$75.00

**Less Than 25 Bulbs Sold at the Dozen Rate, From 25 to 249 at the 100 Rate,
250 and More at the 1000 Rate**



LILUM REGALE



LILUM AURATUM



LILY OF THE VALLEY

DAHLIAS IN INDIVIDUAL PACKAGES

By actual test these packages increase Dahlia sales 300 to 400%

These individual Dahlia boxes each contain one plump root that is wrapped in moisture-proof paper to preserve it in good condition until planting time. The boxes are attractively printed in the natural colors of the flowers and make a good, colorful sales appeal when properly displayed. Planting and growing instructions are shown on each box.

In addition to the convenience of handling Dahlia roots in this manner these boxes eliminate all complaints that arise from breakage, drying up of roots, mixing, etc., that are usually associated with the handling of bulk stock.

These packages are available in the following colors:

RED

PINK

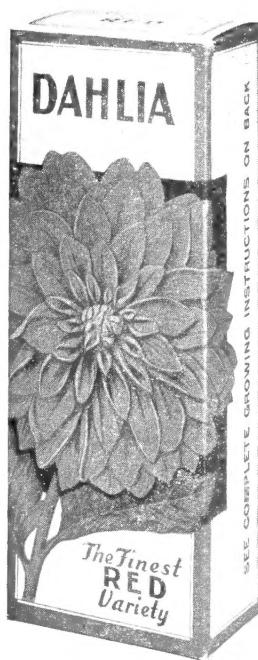
YELLOW

ORANGE

LAVENDER

WHITE

All at one price \$15.00 per 100 packages.



DON'T OVERLOOK OUR NEW BEGONIA PACKAGE

A fine companion seller to our famous Dahlia and Gladiolus Collections. See page 12 for price and other particulars.



ANEMONE PACKAGE

Anemone Packages

4½" x 7" lithographed in natural colors. Planting instructions on reverse. No names shown. Each package contains 12 bulbs.

Per 100 Packages \$17.50



RANUNCULUS PACKAGE

Ranunculus Packages

Same type of envelope as above.
Package Containing 12 Bulbs

Per 100 Packages \$17.50

TERMS AND CONDITIONS OF SALE

This list cancels all previous quotations. Prices as quoted are f. o. b. Syosset and include packing. Terms are less 5% for cash with order or net 60 days, less 2% in ten days, on approved credit.

Less than 25 bulbs sold at the dozen rate, from 25 to 249 at the 100 rate, 250 and more at the 1000 rate.

NON-WARRANTY

Although we exercise the greatest care and precaution in sending out only such stock as should perform entirely satisfactory, we nevertheless give no guarantee, expressed or implied, as to the quality, description or productiveness of any bulbs or roots we send out and will in no way be responsible for the crop. If the purchaser does not accept our bulbs or roots under these conditions, they are at once to be returned. No claims whatever will be allowed unless reported to us within 48 hours after the merchandise is received.

ATTRACTIVELY BOXED DAHLIA COLLECTIONS

Dahlias are one of the most difficult horticultural items to merchandise in a retail way. The tubers themselves are unattractive and their keeping quality on retail display is the despair of the seed store manager.

We have proven over the past eighteen years that our collections are the answer to the retailing of Dahlias. Their wrapping and packing insures against dehydration and their attractive wrapper, displaying Dahlias in actual color, promotes sales by several hundred percent. So sure are we of our product that we guarantee the performance of each root to the ultimate buyer—something never before possible in the horticultural trade.

If you want to take the headaches out of your Dahlia sales, order a trial shipment of these collections and join our long list of satisfied customers.

GUARANTEED !!

Each of these Dahlia collections is unconditionally guaranteed by us and free replacement will be made of any root that fails to give entire satisfaction for any reason whatever.



"Garden Full of Dahlias"

This collection contains six of the most popular standard varieties such as Jane Cowl, Jersey's Beauty, etc., and the whole color range is represented. The names of the varieties are plainly printed on the front of the box and each root is labeled. This package is the most popular number and sells itself wherever displayed.

Each \$.75

"Super Collection"

In this collection we pack six outstanding varieties that are all renowned kinds in the higher price brackets. The varieties are named on the outside of the package and each root is labeled. Here is an opportunity to feature six leading varieties that every Dahlia grower wants, and at a price much lower than they could be bought individually.

Each \$1.00

"Pompon Collection"

Six choice pompon varieties, one each of six different colors. Same attractive package with group illustration of Pompon Dahlias in actual color.

A good demand exists for these dainty Pompon varieties and, at the low price at which this collection can be sold, will prove to be a good seller.

Each \$.65

Miniature Collection

A very beautiful four color wrapper, showing six of the leading varieties, encloses this collection. We believe this is the first time that these beautiful Miniature types have been made available at such low prices. There is a pronounced trend toward these smaller flowers and this collection fills a timely need.

Each \$.75

"Cactus Collection"

Every Dahlia lover wants Cactus varieties and for years we have been building up our stocks of this type to enable us to put up this collection at a reasonable price. A wide range of colors is represented in the six varieties and all are true Cactus types. This package is very attractive and will sell itself. Remember, every root is guaranteed.

Each \$1.15

GLADIOLUS COLLECTIONS

These Gladiolus packing cases are imported, seven thousand turned Dahlia packing cases. The cases are packed in the same size box, 2 x 6 x 12, and the wrappers show the flowers in natural colors. The flowers are the same high quality as we sell to our florists and are packed in the same treated wood of thirty years old, the best wood.

The packages will not fade, nor will the flowers turn brown in a few days, but will last for many days and longer if packed through certified carriers.

They are available in the following assortment:

Package containing 25 top size bulbs
in a wide assortment of mixed
colors each \$.65

Package containing 25 top size bulbs
all pink varieties. each .75

Package containing 25 top size bulbs
all red varieties. each .75

Package containing 25 top size bulbs
all yellow varieties. each .75

Package containing 25 top size bulbs
all purple and lavender varieties.
each .75

Package containing 25 top size bulbs
all white varieties. each .75



These Dahlia and Gladiolus collections have long been sold by most of the prominent Garden Departments in the Eastern States.

WHOLESALE CATALOG-Spring, 1950



WALTER J. GUILLE, INC.

FLOWER BULB SPECIALISTS

SYOSSET, LONG ISLAND, NEW YORK